

[[e)] (f) presenting the statistical analysis [in a user comprehensible manner] in a personalized report based on the user profile information.

Subb2 10. An apparatus that creates an information summary, comprising;
(a) a processor;
(b) a memory that stores information under the control of the processor;
(c) logic that allows a user to aggregate profile information into sets including at least one of: home persona, alternate home persona, and work persona;

[[c)] (d) logic that obtains user profile information from at least one of these sets;

[[d)] (e) logic that gathers information from one or more users regarding product characteristics;

[[e)] (f) logic that correlates the user responses;

[[f)] (g) logic that performs statistical analysis of the user responses; and

[[e)] (h) logic that presents the statistical analysis [in a user comprehensible manner] in a personalized report based on the user profile information.

11. A computer program embodied on a computer-readable medium that creates an information summary, comprising:

(a) a code segment that allows a user to aggregate profile information into sets including at least one of: home persona, alternate home persona, and work persona;

[[a)] (b) a code segment that obtains user profile information from at least one of these sets;

[[b)] (c) a code segment that gathers information from one or more users regarding product characteristics;

[[c)] (d) a code segment that correlates the user responses;

[[d)] (e) a code segment that performs statistical analysis of the user responses; and

[[e)] (f) a code segment that presents the statistical analysis in a user comprehensible manner.